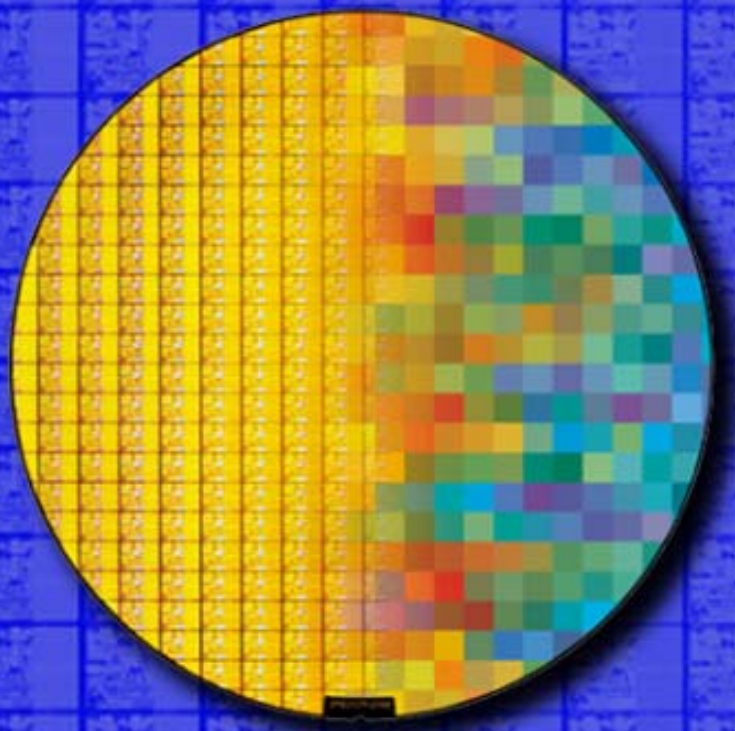
VIDEO



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What if …

Bill Siu
Intel Corporation



DIGITAL LIFESTYLES: OPPORTUNITIES IN THE OFFICE & HOME


THE NEXT
BIG WAVE
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Manageability and Security



Geographic Dispersion



Information Paradox



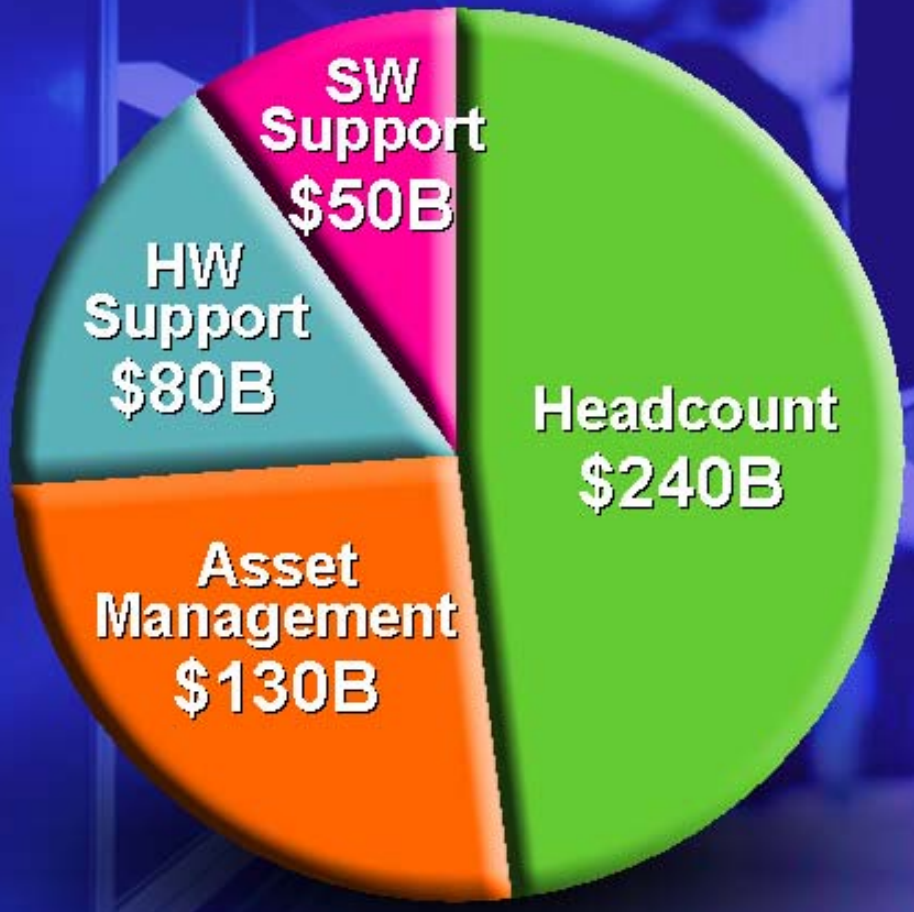
Mobility

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Manageability is Expensive

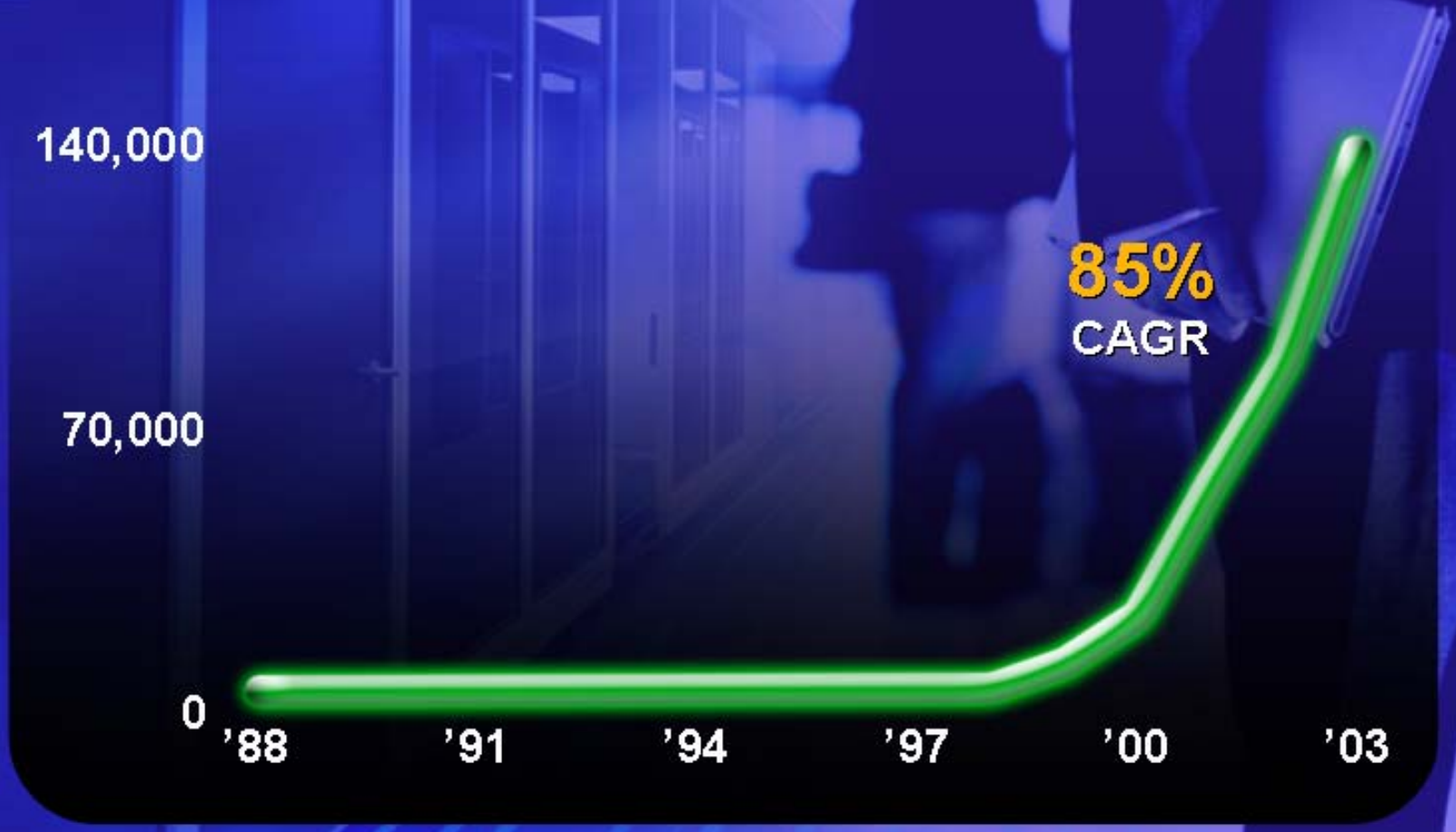




Unsustainable Manual Intervention Trend

Security Breaches Rising

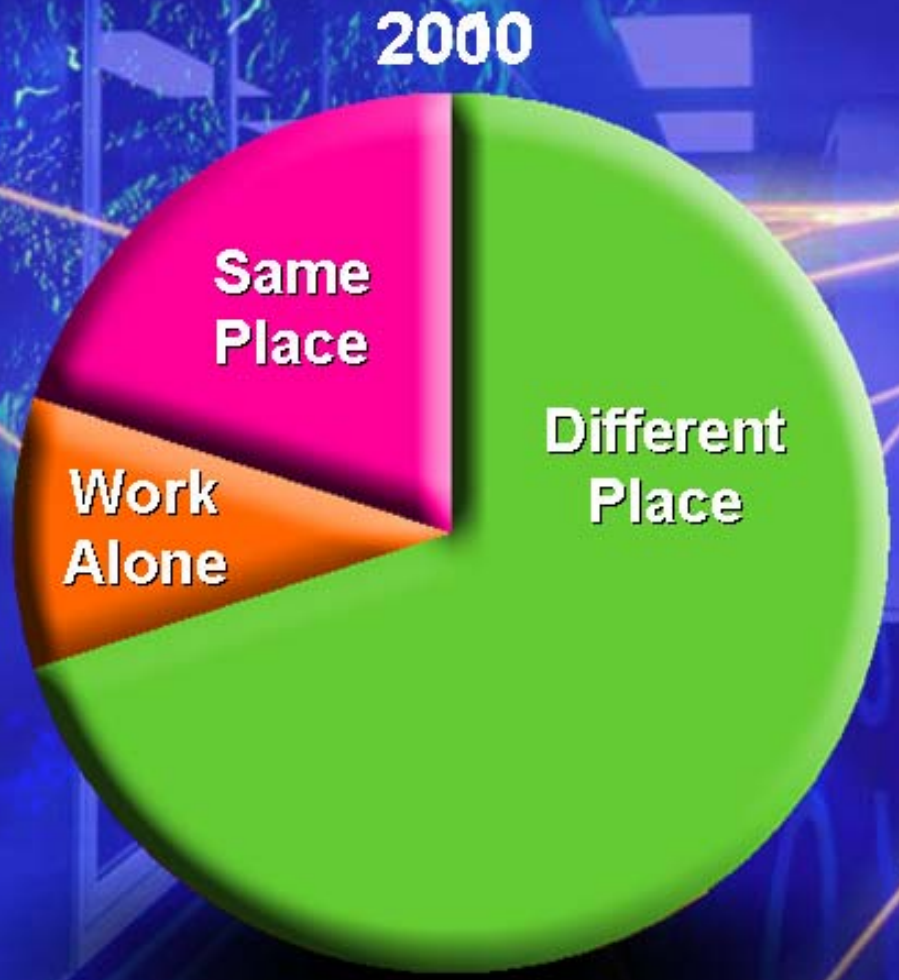




Source: CERT/CC /2003

Dispersion of Teams





Source: Gartner IT symposium 03/03

Fast Adoption of Instant Messaging





Source: IDC, WW Messaging Applications Forecast, Nov 2003

Data Growth on Moore's Law



Source: IDC 2002 Estimates

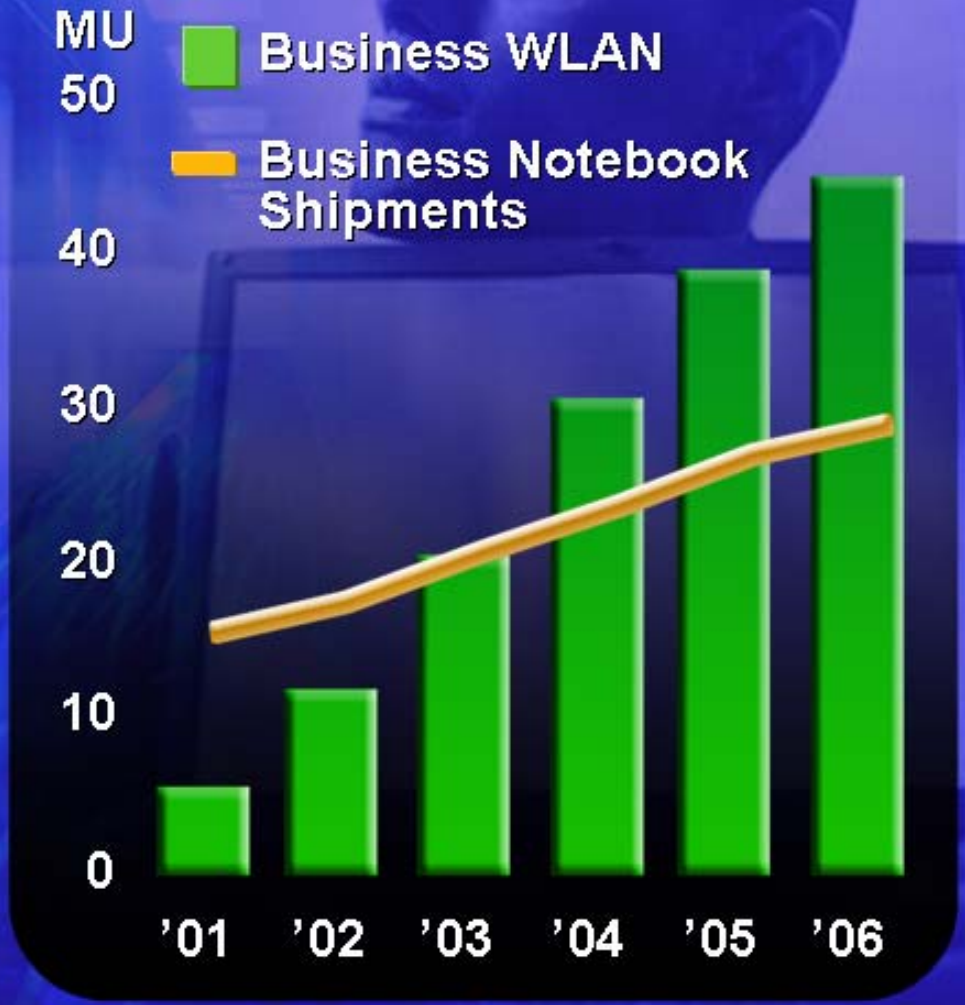


People on the Move



Worldwide Public WLAN Hot Spot Locations





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Source: Gartner, Inc, May 2003 "Public WLAN Hot Spot Locations Worldwide, 2001-2008"

Source: Gartner forecast

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Digital Office Vision





Always Available & Always Working For You

More Aware, Connected, Intuitive and Responsive





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Digital Office Vision









- Self-diagnostics and repair
- Auto software upgrades
- Data and asset protection

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Digital Office Vision









- Apps with built-in collaboration
- Multi-modal communication
- Conference management

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Digital Office Vision

- Intelligent data search and analysis
- Adaptive learning
- Automation of regular tasks









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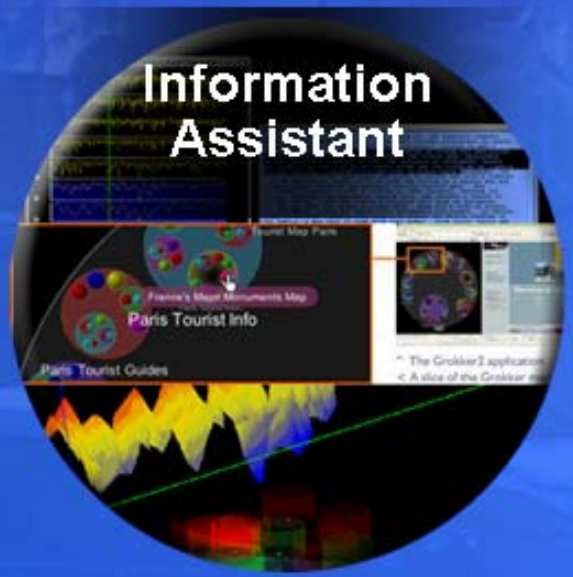
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Digital Office Vision

- Device and network transparency
- Simplified connectivity and billing
- Secure and reliable connections
- Seamless device interaction







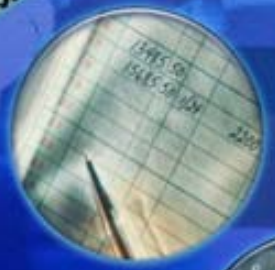



Embedded IT
LT
XD
IAMT
VT
Instant Teamwork
HT
Dual Core
Intel HD Audio
Intel GMA
VT
Future Ts & Platform Features
Information Assistant
HT
Dual Core
Pervasive Connectivity
CMT
Intel Wireless Connect Technology
Paris Tourist Info
Paris Tourist Guides
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Intel Active Management Technology



OOB Management & Diagnostics



Asset Management



Tamper Resistance



Builds on existing capabilities

altiris
bmcsoftware
Check Point Software Technologies Ltd.
Computer Associates
LANDesk SOFTWARE
symantec.

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IAMT/ On Connect Demo


FUNDS FUT
LIBOR FIX
SWAP RATES
BANK RATES
Set-Up Wizard
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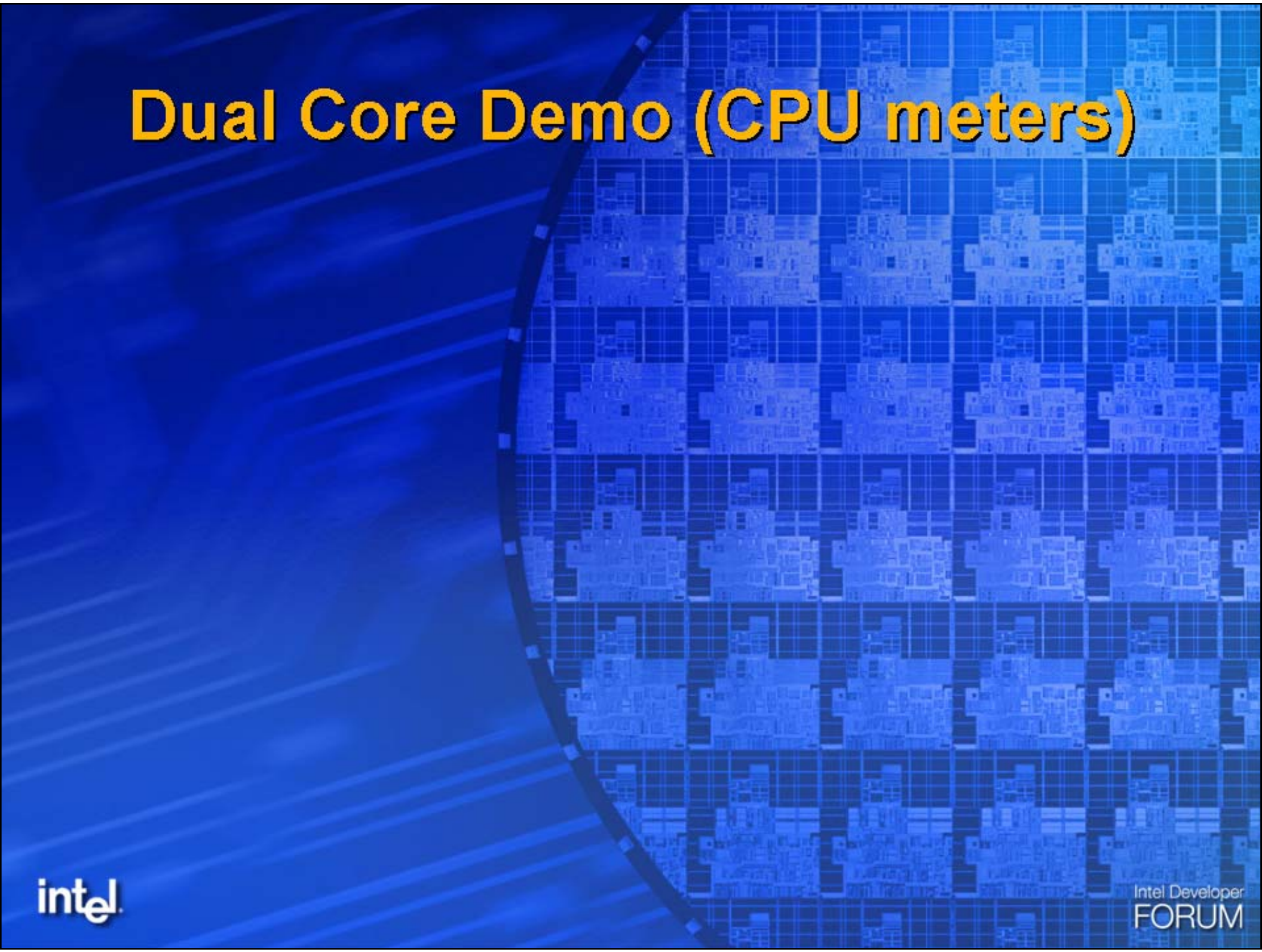
Project Site – Hong Kong



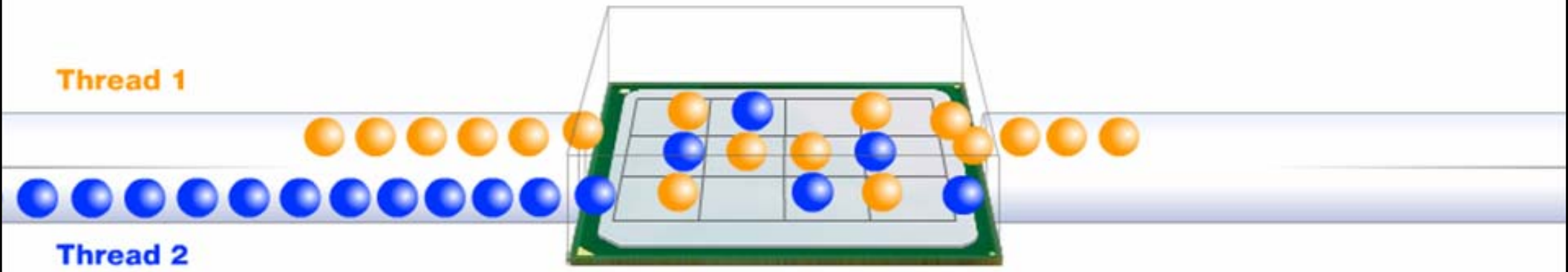
Dual Core in Clients

- Current new workloads need more multi-threading
- Builds on success of HT
- Cadence with process technology advances
- Holistic platform approach
- Performance for tomorrow's user needs

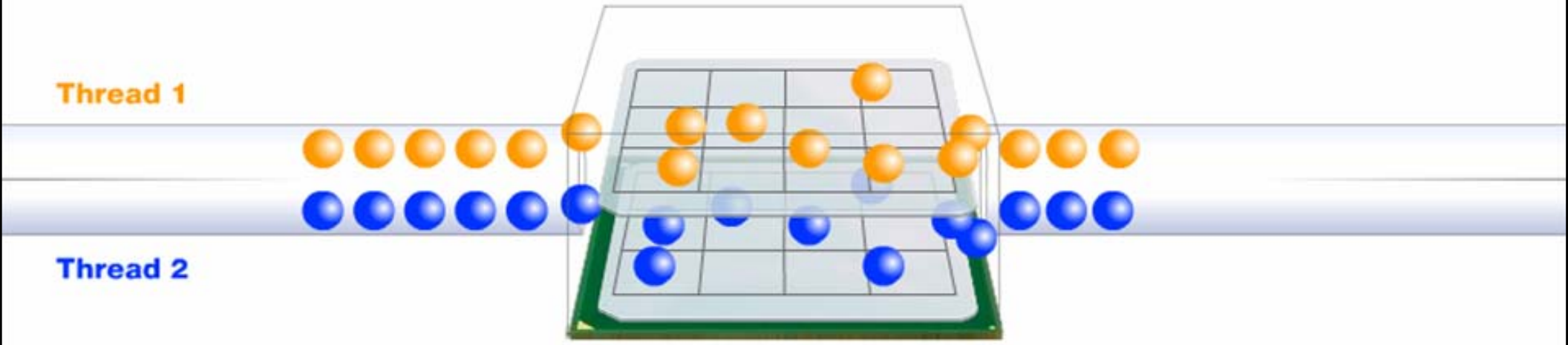
Dual Core Demo (CPU meters)



Intel® Pentium® 4 Processor with HT Technology



An Intel® Dual Core Processor enables each thread to be processed in its own core for truly parallel execution.



Intel® Dual Core Processor

Demonstration reflects data processing simulation for illustrative purposes; actual data processing flow may vary.

Animation Demo

Digital Office Vision





Evolving user needs

Four categories to address

Always Available & Always Working For You

Work together to create complete ecosystem

More Aware, Connected, Intuitive and Responsive





Foundation built on standards

Great industry opportunity

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GREAT MOMENTUM

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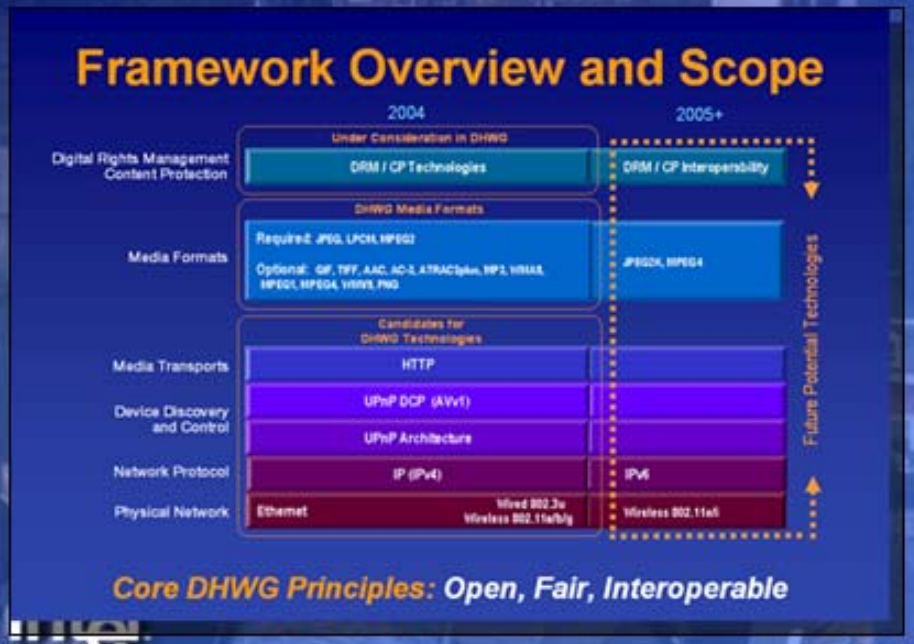
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Digital Living Network Alliance

(Formerly Digital Home Working Group)

DLNA Promoter Companies

hp invent, intel, Microsoft, NOKIA, Panasonic, PHILIPS, SAMSUNG, SONY, FUJITSU, Texas Instruments, IBM, KENWOOD, lenovo, NEC, SHARP, ST, THOMSON



- Established in June 2003
- 1.0 guidelines released in June '04
 - Products in Q4 2004
- Mobile Handheld Subcommittee formed
- >170 Member Companies

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Intel® NMPR Momentum



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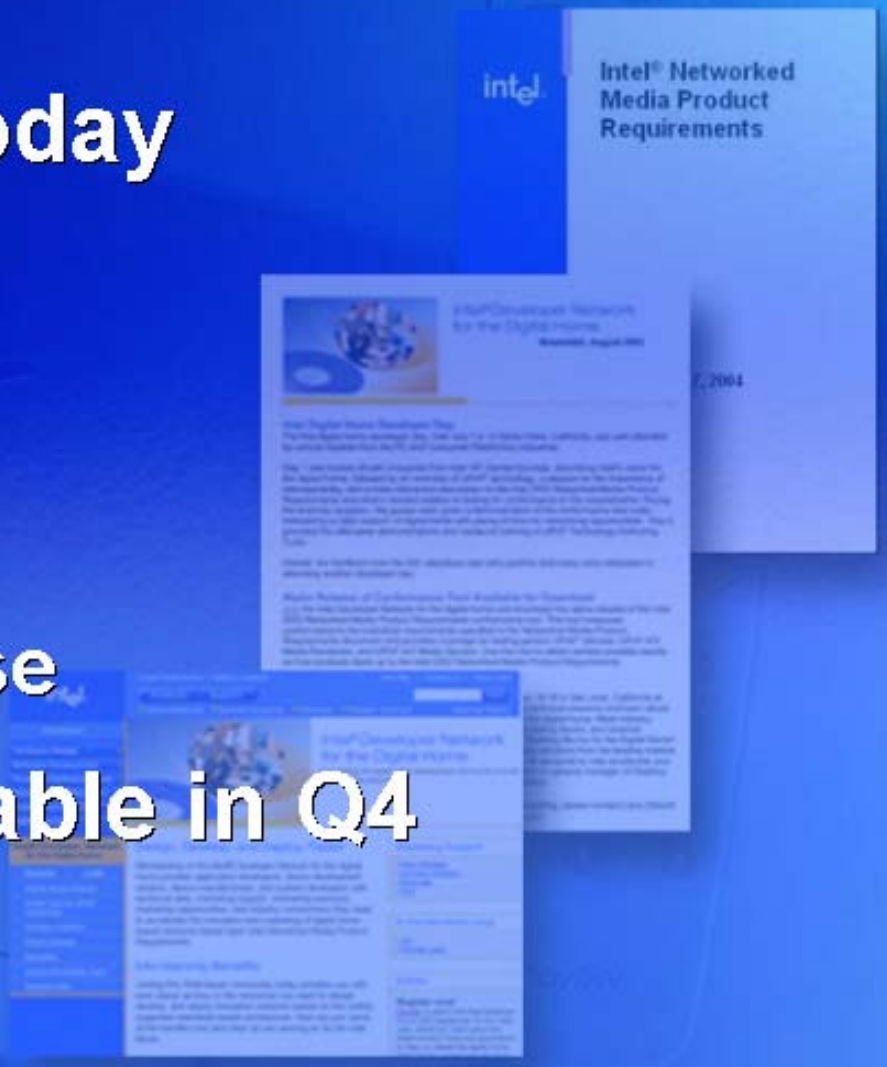
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Intel® NMPR Version 2.0



- Available today
- Includes
 - Remote UI
 - DTCP/IP
 - Ease of Use
- Tools available in Q4

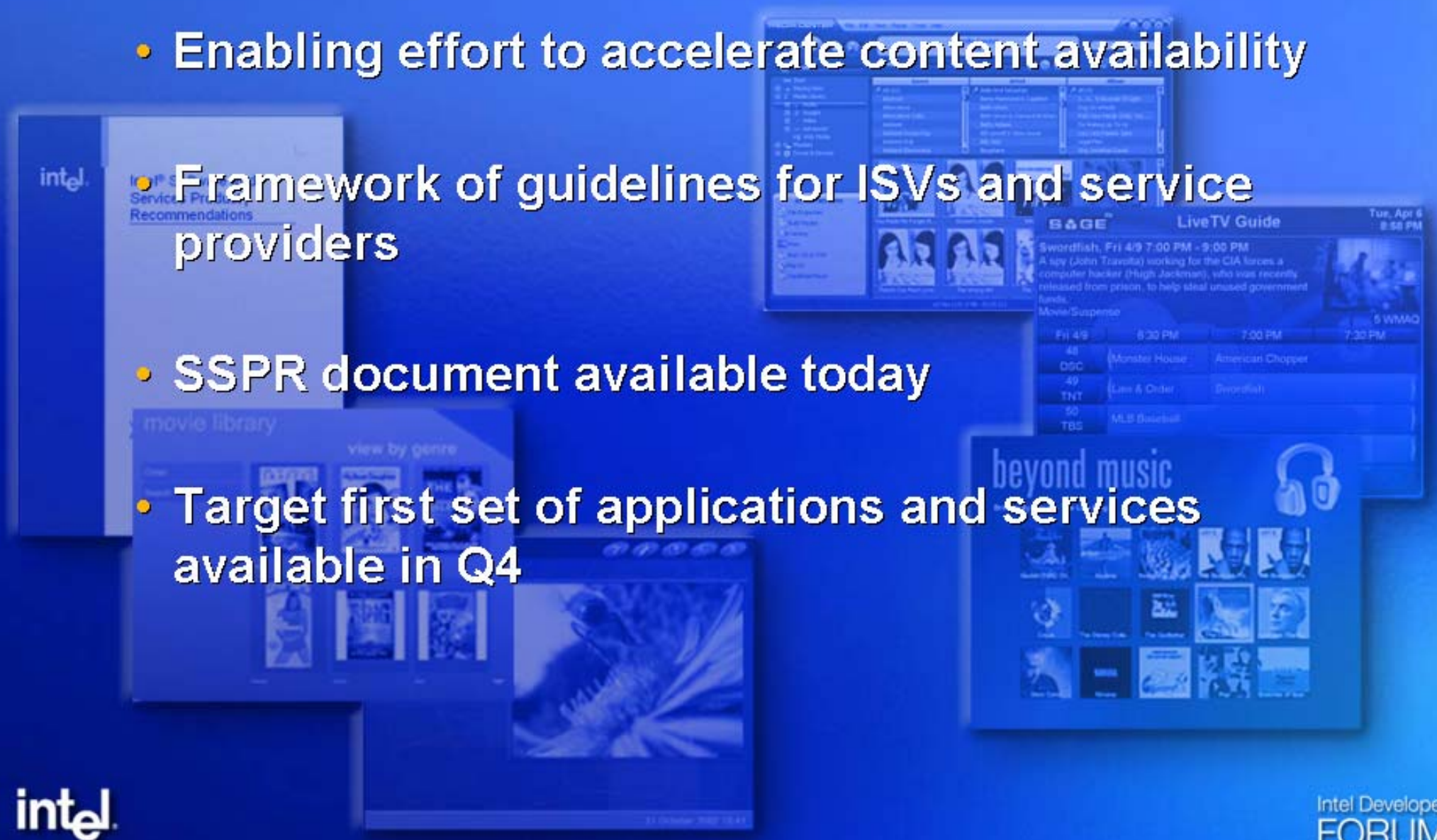




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Software and Services Product Recommendations (SSPR)

- Enabling effort to accelerate content availability
- Framework of guidelines for ISVs and service providers
- SSPR document available today
- Target first set of applications and services available in Q4



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ACTIVISION

ELECTRONIC ARTS

Radio@AOL

napster

musicmatch

Movielink

realRhapsody

STARZ!

SONY ONLINE ENTERTAINMENT

YAHOO!

UBISOFT

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EPC S&T
Discover new possibilities
for your digital home.
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MS DEMO
Microsoft®
Joe Belfiore
General Manager
Windows eHome Division
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*Other brand and names are the property of their respective owners.

Intel & Dolby Enabling Richer Audio Entertainment

Dolby PC Logo Certification Uniquely for Intel PCs







Ultimate Surround Sound Platforms For The Digital Home

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DEMO

Premium Content Distribution

DTCP/IP IS THE











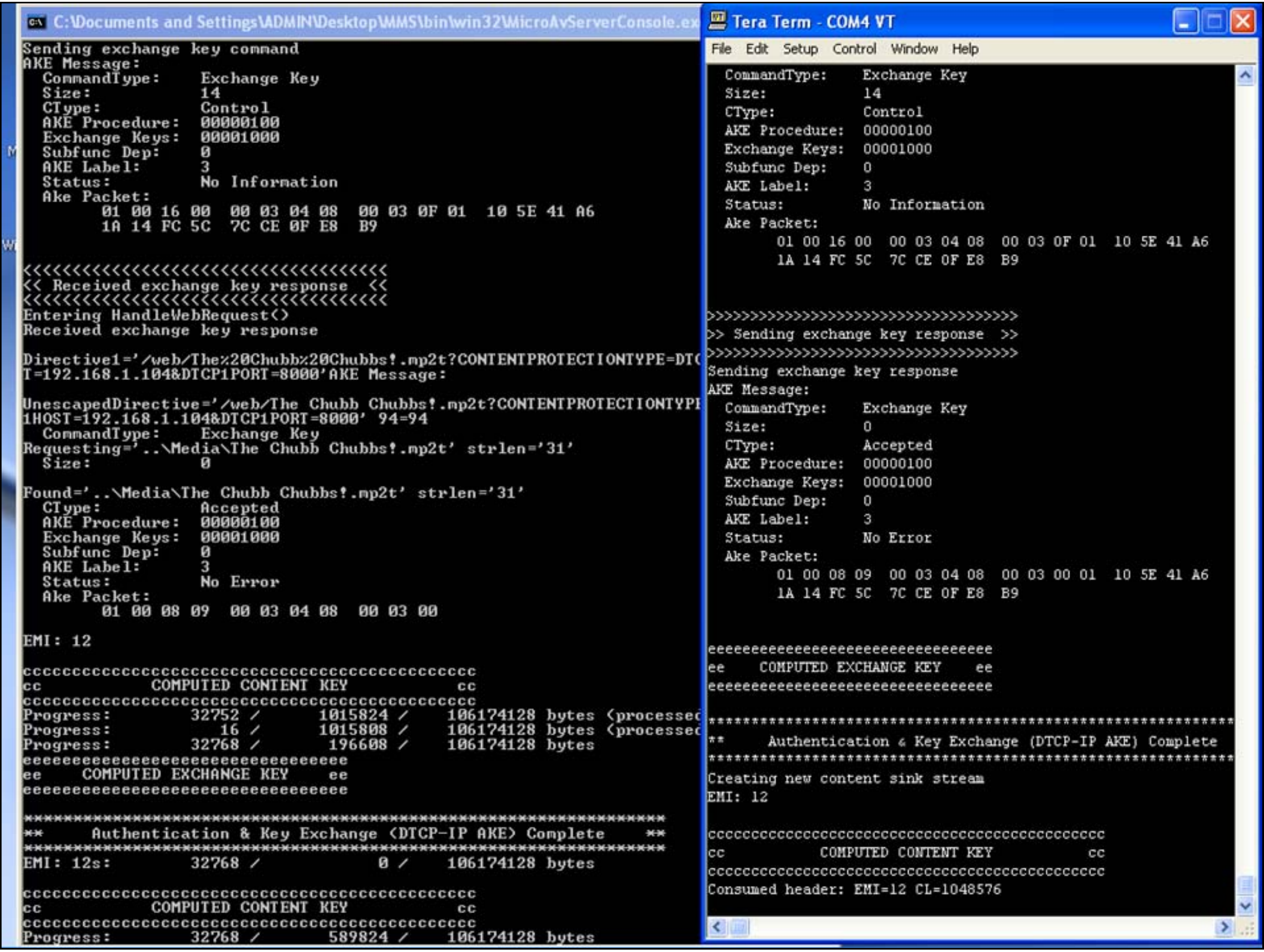
INTEROPERABILITY SOLUTION



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C:\Documents and Settings\ADMIN\Desktop\MMS\bin\win32\MicroAvServerConsole.ex
Sending exchange key command
AKE Message:
CommandType: Exchange Key
Size: 14
CType: Control
AKE Procedure: 00000100
Exchange Keys: 00001000
Subfunc Dep: 0
AKE Label: 3
Status: No Information
Ake Packet:
01 00 16 00 00 03 04 08 00 03 0F 01 10 5E 41 A6
1A 14 FC 5C 7C CE 0F E8 B9
<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<
<< Received exchange key response <<
<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<<
Entering HandleWebRequest()
Received exchange key response
Directive1='/web/The%20Chubb%20Chubbs!.mp2t?CONTENTPROTECTIONTYPE=DTC
T=192.168.1.104&DTCP1PORT=8000'AKE Message:
UnescapedDirective='/web/The Chubb Chubbs!.mp2t?CONTENTPROTECTIONTYPE
1HOST=192.168.1.104&DTCP1PORT=8000' 94=94
CommandType: Exchange Key
Requesting='..\Media\The Chubb Chubbs!.mp2t' strlen='31'
Size: 0
Found='..\Media\The Chubb Chubbs!.mp2t' strlen='31'
CType: Accepted
AKE Procedure: 00000100
Exchange Keys: 00001000
Subfunc Dep: 0
AKE Label: 3
Status: No Error
Ake Packet:
01 00 08 09 00 03 04 08 00 03 00
EMI: 12
ccccccccccccccccccccccccccccccccccccccccccccccc
cc COMPUTED CONTENT KEY cc
ccccccccccccccccccccccccccccccccccccccccccccccc
Progress: 32752 / 1015824 / 106174128 bytes (processed
Progress: 16 / 1015808 / 106174128 bytes (processed
Progress: 32768 / 196608 / 106174128 bytes
eeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeee
ee COMPUTED EXCHANGE KEY ee
eeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeee

** Authentication & Key Exchange (DTCP-IP AKE) Complete **

EMI: 12s: 32768 / 0 / 106174128 bytes
ccccccccccccccccccccccccccccccccccccccccccccccc
cc COMPUTED CONTENT KEY cc
ccccccccccccccccccccccccccccccccccccccccccccccc
Progress: 32768 / 589824 / 106174128 bytes
Tera Term - COM4 VT
File Edit Setup Control Window Help
CommandType: Exchange Key
Size: 14
CType: Control
AKE Procedure: 00000100
Exchange Keys: 00001000
Subfunc Dep: 0
AKE Label: 3
Status: No Information
Ake Packet:
01 00 16 00 00 03 04 08 00 03 0F 01 10 5E 41 A6
1A 14 FC 5C 7C CE 0F E8 B9
>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>
>> Sending exchange key response >>
>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>
Sending exchange key response
AKE Message:
CommandType: Exchange Key
Size: 0
CType: Accepted
AKE Procedure: 00000100
Exchange Keys: 00001000
Subfunc Dep: 0
AKE Label: 3
Status: No Error
Ake Packet:
01 00 08 09 00 03 04 08 00 03 00 01 10 5E 41 A6
1A 14 FC 5C 7C CE 0F E8 B9
eeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeee
ee COMPUTED EXCHANGE KEY ee
eeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeee

** Authentication & Key Exchange (DTCP-IP AKE) Complete

Creating new content sink stream
EMI: 12
ccccccccccccccccccccccccccccccccccccccccccccccc
cc COMPUTED CONTENT KEY cc
ccccccccccccccccccccccccccccccccccccccccccccccc
Consumed header: EMI=12 CL=1048576

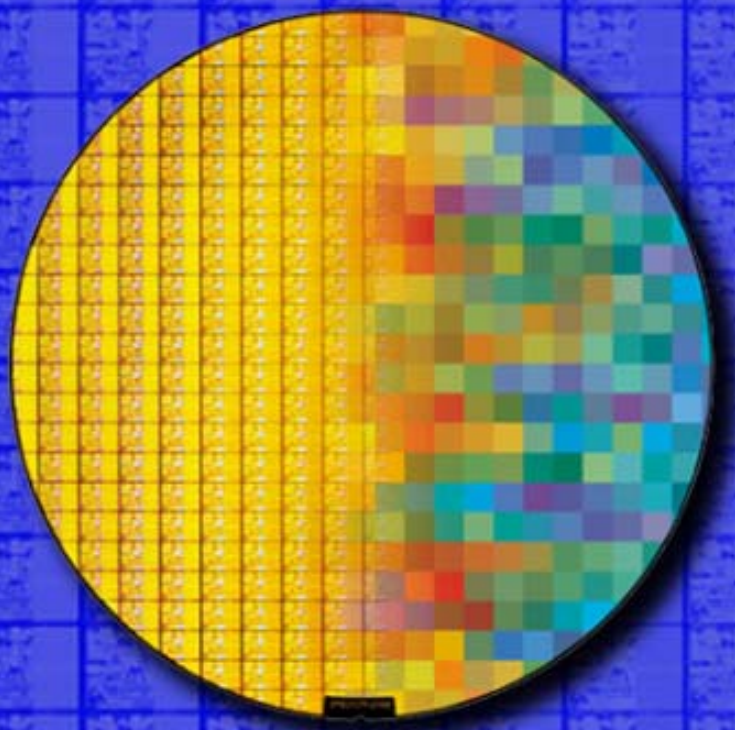

AGING OF
OUR POPULATION
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Our Momentum & Our Opportunity

- Great progress in digital home
- Take momentum to content & beyond
- Digital office is another big industry opportunity
- Work together – vision, ecosystem, standards & possibilities

Course Schedule

DGOS001	Digital Office Overview
DGOS002	Building DO PCs for 2005
DGOS004	Reducing IT Spending Through Improved PC Manageability (This is the Intel AMT session)
DGOS016	Enhancing Intel® Centrino™ Mobile Technology Notebooks for VoIP in the Enterprise
DGHS005	Intel® NMPR v2.0 – Building Connected Media Devices in the Digital Home in 2005
DGHS012	Software and Services Product Recommendations
DGHS008	DTCP/IP – Sharing Protected Content
DGHS009	Intel® Wireless Connect Technology in the Digital Home



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